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ARTIFICIAL INTELLIGENCE AND KNOWLEDGE IMPROVEMENT [ABSTRACT]

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ABSTRACT

Aim/Purpose	In a post-pandemic learning environment, artificial intelligence (AI) may become the new standard. More and more college students are utilizing AI tools like ChatGPT and Bard to enhance their learning. This study compares the use of web-search and AI-based systems to assess how much students' knowledge has improved in an Internet Marketing course.
Background	While authorship and academic integrity have received a lot of attention in higher education research thus far, using AI effectively provides several benefits for both teaching and learning. In other words, by utilizing these capabilities, AI-based systems may boost students' motivation, interest, and level of knowledge.
Methodology	The course will teach the students how to use the application of AI (i.e. ChatGPT). To evaluate the efficacy of AI technology, this study will conduct empirical research to compare the knowledge improvement of students who would obtain knowledge about buying sustainable production products in Taiwan between using the web-search systems and the AI-based systems. The assessments of students' knowledge growth are evaluated by using a dependent samples <i>t</i> -test.
Contribution	This finding expands on prior research examining the possibility of using AI-powered learning aids to inspire students (Al Shamsi et al., 2022; Lund et al., 2023). The ability of ChatGPT to deliver cutting-edge content, personalized feedback, and interactive learning sessions may all contribute to generating curiosity, a sense of accomplishment, and ultimately a greater desire to learn more about subjects.
Findings	It is anticipated that the AI chatbots created for information delivery might have something to do with students' increased interest in, motivation for, and understanding of their studies. This study examines the potential benefits to

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	students' understanding of sustainable development goals with an AI-specific method of information provision relevant to purchasing items produced sustainably.
Recommendations for Practitioners	In the near run, using AI systems has been proven to boost university students' sentiments. University students may feel more supported by AI when they use it more regularly. Long-term AI use may cause reliance, especially in the absence of human companionship.
Recommendations for Researchers	Not all students and instructors have a lot of experiences in teaching and learning with generative AI, despite the fact that it is a relatively new technology. After generative AI is completely incorporated into classrooms, the roles of AI in teaching and learning could reconsider.
Impact on Society	In order to prepare students for work in a world driven by generative AI, higher education in the future needs change. With an emphasis on in-class and hands-on activities for assessment, new learning outcomes—skills in learning and teaching with AI, AI literacy—and the importance of interdisciplinarity should be highlighted.
Future Research	Future studies should concentrate on the following topics: interdisciplinary education, creative pedagogies and their evaluation, new assessment and its acceptability.
Keywords	AI-based systems, web-search systems, learning motivation, learning interest, knowledge improvement

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Tri Lam is an Assistant Professor at Fu Jen Catholic University. He received his PhD (Business Information Systems) from the University of Queensland, Australia. He is interested in the research in information systems, social media, artificial intelligence (AI) and user behavior. His research work focuses on information transparency, consumer trust, and perceived usefulness of information systems. He has nearly eight-year experience in industry and academia. He used to work in the field of branding consultancy, banking and customer relationship, marketing, life insurance, and education. His current research projects concentrate upon exploring consumer perceptions in response to information transparency provided by technologies such as traceability systems, social media, and AI that influence a consumer's intention and behavior.